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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Administration
Washington, D. C.

March 9, 1942

ADMINISTRATOR'S MEMORANDUM NO. 2

Establishment of Agricultural Marketing Administration

On December 13, 1941, the Secretary of Agriculture announced the consolidation of the SMA, AMS, and CEA under an Agricultural Marketing Administrator to increase to the fullest possible extent the contribution of these agencies of the Department towards winning the war. The President, by Executive Order No. 9069, issued February 23, made effective by law the consolidation of the three agencies, together with the FSOC as an agency of the Department, into the Agricultural Marketing Administration.

With the approval of the Secretary, the SMA, AMS and CEA are now being amalgamated into a single unified organization.

To assist the Administrator in the planning, direction and execution of the programs of the AMA, there have been established the positions of two Associate Administrators and two Assistant Administrators. The duties and responsibilities of these positions effective March 10, 1942 are as follows:

I. Associate Administrator

Under the general direction of the Administrator, to supervise all procurement programs of the Administration, including Lend-Lease, Red Cross, Hawaiian, Territorial, direct distribution, and school lunch purchases; to direct generally the economic phases of the marketing program; to be Acting Administrator in the Administrator's absence; and to assume other duties as assigned from time to time.

II. Associate Administrator

Under the general direction of the Administrator, to supervise the administration and enforcement of the regulatory statutes assigned to the AMA, the Market News Service, the establishment of farm products standards, and the Inspection Service of the Administration; to provide the Administrator with policy and operational advice on all phases of the Administration's program; to be Acting Administrator in the Administrator's absence; and to assume other duties as assigned from time to time.

III. Assistant Administrator

Under the general direction of the Administrator, to supervise all administrative and management functions of the AMA; to analyze the organization and procedures of the Administration; to serve as adviser to the Administrator, particularly in connection with Lend-Lease activities, other wartime food programs, and all marketing agreements; to maintain liaison with the military establishments in food procurement matters; to serve as Acting Administrator in the absence of the Administrator and Associate Administrators; and to assume other duties as assigned from time to time.

IV. Assistant Administrator

Under the general direction of the Administrator, to develop an integrated program of agricultural marketing with responsibility in the broadest sense, for the review and appraisal of any and all activities of the Administration from the standpoint of determining whether they are making as significant and progressive a contribution to the efficient and economic marketing of farm products as possible; to be responsible for all research in the field of marketing within the AMA; to coordinate such research with other research programs of the Department of Agriculture, other agencies of the Federal Government and State Governments; to represent the AMA in negotiations looking towards the improvement or appraisal of all programs; to serve as Acting Administrator in the absence of the Administrator and Associate Administrators; and to assume other duties as assigned from time to time.

In the Office of the Administrator there have been established several positions of Assistant to the Administrator. Persons so designated will not be responsible for specific phases of the program except on direct assignment by the Administrator. They shall be the Administrator's liaison representative with Branches and Divisions of the Administration and with other agencies on direct assignment.

The general management functions and auxiliary services of the AMA will be handled by the following Divisions:

A. Personnel Division

To this Division are transferred all personnel functions now performed in the Personnel Division of the SMA, the Business Administration Division of the AMS, and the Division of Fiscal and Administrative Services of CEA. The functions of the Division are: To be responsible for all personnel activities within the Agricultural Marketing Administration, including in-service

training, recruitment of qualified employees, job classification, employee safety and welfare, administration of efficiency ratings and the promotion program, and maintenance of time, leave and retirement records; to provide temporary stenographic service through the operation of a stenographic training pool; and to act as the liaison office with the Department's Office of Personnel.

B. Administrative Services Division

To this Division are transferred the functions of the Procurement, Mails and Files, Machine Tabulation, Leased Wire, and Technological Investigations Sections of the Business Administration Division of AMS; the Mails and Files and Property and Supply Sections of the Administrative and Fiscal Services Division of CEA; and the Property and Supply, Duplicating and Clearance Sections of the Business Management Division of SMA. The functions of the Division are: To provide general office services for the Agricultural Marketing Administration, including mail, machine tabulation, messenger, telephone, and labor service, maintenance of files, procurement of equipment and supplies, maintenance of a perpetual property inventory, control of space, operation of the leased wire system, reproduction of forms, bulletins and other documents, and the maintenance of a central supply service.

C. Marketing Reports Division

To this Division are transferred the Marketing Information Division of AMS, the Information Division of SMA, and the information services now provided by the Information Service of CEA. The functions of the Division are: To provide a central channel through which all information originating within the Agricultural Marketing Administration may be disseminated to the public and to other agencies; to publish current and complete information concerning production and processing of agricultural commodities; to provide current reports on market conditions for all farm commodities; to be responsible for relations with the Federal Extension Service and through it the State Extension Services, and with farm, marketing and trade organizations; and to perform other duties as assigned.

D. Audit Division

To this Division are transferred the Audit Division of SMA, the audit functions now performed in the Business Management Division of AMS and the audit functions now performed in the Fiscal and Administrative Services Division of CEA. The functions of the Division are: To audit and certify for payment all vouchers incident to the Execution of the Agricultural Marketing Administration program, both for administrative and program expenditures; to conduct audits of the accounts of the Agricultural Marketing Administration and all agencies handling Agricultural Marketing Administration funds.

E. Budget and Accounting Division

To this Division are transferred the Finance Division of SMA, the budget and accounting functions now handled by the Budget and Accounts Section of the Business Management Division of AMS, and the Fiscal Section of the Division of Fiscal and Administrative Services of CEA. The functions of the Division are: To keep all accounts and perform all bookkeeping functions for the Agricultural Marketing Administration, both for administrative and program expenditures; to assemble budget estimates and prepare the Agricultural Marketing Administration budget; to advise the Administrator on budgetary matters; to prepare reports for the Administrator on the status of appropriations and expenditures; to prepare payrolls and distribute salary checks.

F. Investigations Division

To this Division is transferred the Investigations Division of SMA. The functions of the Division are: To investigate and report on violations of the several agreements, orders and regulations issued by the Secretary to effectuate the marketing, purchase, direct distribution, stamp plans, and other programs of the Administration; to collaborate with the Solicitor's Office in the prosecution of violations; to perform other investigative and related services as required; to prescribe and install accounting systems for agencies cooperating in the Administration's programs; to conduct audits of various types which do not involve the accounting for Federal funds; to perform all other regulatory accounting as required; and to provide consultative service on accounting and litigation problems.

NOTE: Two other Divisions of the AMA, the Consumers' Counsel Division and the Program Appraisal Division, will be established and their duties outlined at a later date.

The line activities of the AMA will be organized into units to be known as Branches. The following Branches are hereby established:

A. Purchase Branch

To this Branch is transferred the Purchase Division of SMA. Purchases will continue to be made through the Federal Surplus Commodities Corporation, but the Corporation will not have a separate payroll. The functions of the Branch are: To make all purchases of foods necessary in carrying out the programs of the Agricultural Marketing Administration, including those for Lend-Lease, Red Cross, direct distribution and school lunch; to be responsible for supervising the inspection, packaging, receipt, exchange, storage, transportation, sale and other handling of all goods purchased.

B. Distribution Branch

To this Branch is transferred the Distribution Division of SMA, The functions of the Branch are: To direct the domestic distribution of all food products purchased under Agricultural Marketing Administration programs, including school lunch, direct distribution, and the stamp plans; to determine the conditions of eligibility for participation in Agricultural Marketing Administration distribution programs; to develop new outlets for agricultural commodities; and to conduct research in distribution methods.

C. Dairy and Poultry Branch

To this Branch are transferred the Dairy Division of SMA, the Poultry Division of SMA, and the Dairy and Poultry Division of AMS. The functions of the Branch are: To plan and execute programs designed to encourage the exportation and domestic consumption of dairy and poultry products; to cooperate with producers and processors in the development of improved marketing practices and marketing agreements; to fix standards; to inspect and grade butter, cheese, eggs and dressed poultry; to compile information on the production and processing of dairy and poultry products; and to conduct research in the marketing of dairy and poultry products.

D. Cotton Branch

To this Branch are transferred the Cotton Division of AMS, the Naval Stores Section of AMS, and the cotton and naval stores functions of the Marketing and Fruit and Vegetable Divisions of SMA. The functions of the Branch are: To plan and execute programs designed to encourage the exportation and domestic consumption of cotton through developing new and expanded markets; to cooperate with producers and processors in the development of improved marketing practices; to administer the Cotton Futures and Cotton Standards Acts and the Quality Statistics and Classing Acts; to administer the Naval Stores Act; to inspect and grade shipments of Naval Stores; to certify quality and condition of turpentine and rosin; to inspect cottonseed; to compile information on the production and processing of cotton; to conduct research in cotton marketing.

E. Tobacco Branch

To this Branch are transferred the Tobacco Division of AMS and the functions of the Marketing Division of SMA related to tobacco. The functions of the Branch are: To plan programs designed to encourage the exportation of tobacco and to develop new and expanded markets and uses; to cooperate with producers and processors in the development of improved marketing practices; to administer the Tobacco Inspection Act and the Tobacco Stocks and Standards Act; to compile information on the production and

processing of tobacco; to conduct research in tobacco marketing.

F. Grain, Feed and Seed Branch

To this Branch are transferred the Grain and Seed Division of AMS, and the functions of the Marketing Division of SMA related to feed and food grains, and the dried bean and dried smooth pea programs of the SMA. The functions of the Branch are: To plan programs designed to encourage the exportation and domestic consumption of feed and food grains, including dried beans and dried smooth peas, by developing new and expanded markets and uses; to cooperate with producers and processors in the development of improved marketing practices and marketing agreements; to administer the Grain Standards Act and the Federal Seed Act; to conduct grading and inspection of beans, hay, peas, rice and seed; to compile information on the production and processing of grain, feed and seed; to conduct research on grain, feed and seed marketing.

G. Livestock Branch

To this Branch are transferred the Livestock, Meats and Wool Division, the Packers and Stockyards Division, and the Insecticide Division of AMS, together with all functions of the Marketing Division of SMA affecting livestock, meats, wool, fish, fats and oils, including cottonseed oil, and the peanut marketing agreement and diversion programs of the SMA. The functions of the Branch are: To plan programs designed to encourage the exportation and domestic consumption of livestock, meats, wool, fats and oils, fish and fish oils, by developing new and expanded markets and uses; to administer the marketing agreement and diversion programs for peanuts; to cooperate with producers and processors in the development of improved marketing practices and marketing agreements; to formulate standards; to conduct a meat grading service at the principal wholesale markets and meat consuming centers of the United States; to administer the Insecticide Act of 1910; to administer the Packers & Stockyards Act; to compile information on the production and processing of these products; to conduct research on the marketing of these products.

H. Fruit and Vegetable Branch

To this Branch are transferred the Fruit and Vegetable Division of AMS and the Fruit and Vegetable Division of SMA, together with all functions of the Marketing Division of SMA related to potatoes, sugar, honey, and vitamins, with the exception of vitamins derived from fish oil. The functions of the Branch are: To plan programs designed to encourage the exportation and domestic consumption of fresh and dried fruits and vegetables, including potatoes, nuts (except the peanut marketing and diversion programs), sugar, honey and vitamins, by developing new and expanded markets and uses; to cooperate with producers and processors in developing improved

marketing practices and marketing agreements; to formulate standards; to certify quality and condition of fruits and vegetables; to administer the Standard Container Acts, Produce Agency Act, Perishable Agricultural Commodities Act and Export Apple and Pear Act; to compile information on the production and processing of the above products and conduct research in their marketing problems.

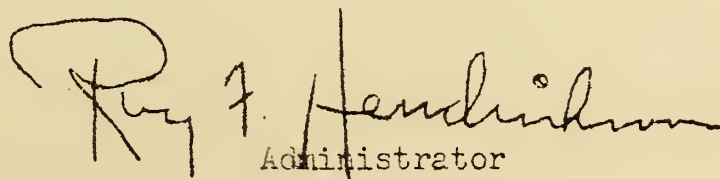
I. Commodity Exchange Branch

To this Branch are transferred all functions of the CEA except those functions assigned to staff divisions of the AMA. The functions of the Branch are: To administer the Commodity Exchange Act, including the designation of contract markets, the registration of commission merchants, the supervision of trade practices and the investigation of complaints; to compile information on exchange practices and conditions; and to conduct research in trading practices.

J. Transportation and Warehousing Branch

To this Branch are transferred the Transportation Division of the SMA, the Warehousing Division of AMS, and the personnel of AMS employed on storage work. The functions of the Branch are: To assist producers and processors in their transportation and storage problems; to obtain improved rates and rules and regulations governing the transportation and storage of farm products; to administer the U. S. Warehousing Act; to conduct research in transportation and storage problems; to advise the Administrator on transportation and storage problems incident to the Agricultural Marketing Administration program.

The head of each Branch and Division will be known as Chief. The Chief of each will be announced in Administrator's Memorandum No. 3. As soon as possible after these appointments are announced, each chief shall call together the heads of the various units reporting to him and begin work on a plan of internal organization. This shall be submitted to the Administrator for consideration and approval at the earliest possible time. The Office of the Administrator, which includes the Associate Administrators, the Assistant Administrators, the Assistants to the Administrator, and the heads of the various management functions, will render any assistance possible in connection with the development of these plans, which should be ready for approval not later than April 1 except where delay appears warranted and postponement has been approved by the Administrator.


Administrator

